

Abstract of the Invention

An adhesive coated article comprises a layer of microsphere adhesive onto a portion of at least one major surface of a substrate. The microspheres in the adhesive are obtained as the reaction product of (a) at least one alkyl
5 (meth)acrylate ester wherein the alkyl group contains four to about 14 carbon atoms, preferably four to about 10 carbon atoms and (b) a comonomer(s). The comonomer may be a nonpolar, ionic, polar comonomer or mixtures of such monomers. This microsphere adhesive either contains a (meth)acrylamide comonomer or a polyacrylamide material is post-added to the microsphere
10 adhesive. The adhesive exhibits a lower than expected adhesion to coated papers without sacrificing the adhesion to standard uncoated (bond) papers and preferably, the 90° peel adhesion, as measured on Kromkote® paper (used as an industry standard) is in the range of 20 to 250 grams/inch.